

PLAY IT AGAIN

"Play it again" is a new occasional section in the journal where we will re-publish quotes, gaffes, and immortal lines from both friends and foes of tobacco control. Please send any contributions to this page to Simon Chapman, Deputy Editor, at the address on the inside front cover. Please enclose an original version or photocopy of the sourced item.

[Tobacco smoke, when inhaled] dries and damages the brain. Borrihi, in a letter to Bartholine, mentions a person who through excess of smoking had dried his brain to that degree, that after his death there was nothing found in his skull but a little black lump, consisting of mere membranes.

"Nicotiana". Encyclopaedia Britannica, Edinburgh, Scotland, 1771

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I never want to stand in line again to buy another piece of meat, a pair of jeans or a pack of cigarettes.

Polish professional volleyball player Malgorzata Wilcoxson, on why she doesn't want to return to Poland. Lansing (Michigan) State J 1993 Nov 25

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I watched them with a sinking feeling. All these executives holding up their hands saying, "We don't think cigarettes are addictive." I got depressed. It was so much better than satire, how could I compete?

Satirist Christopher Buckley, as cited in the New York Times 1994 Jun 30: C1

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Congressman, it's hard for me to envision becoming more of an outcast than I am.

Thomas E Sandeffur Jr, Chief Executive Officer of Brown & Williamson in response to Congressman Ron Wyden's urging that he work with lawmakers or risk being marginalised and outcast (Washington Post 1994 Jun 18)

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I think it is nauseating that Ms Bronwyn Bishop should be able to purchase a legally available product - a cellular phone - and yet not be able to use it wherever she wants, even in a plane, since there is no unarguable scientific proof that their use has ever caused a fatality.

Letter of 18 July 1994 to the Editor of the Sydney Morning Herald by tobacco control activist LBW Rollo. (Ms Bishop is the Australian Liberal Opposition Party spokesperson on health who supports tobacco advertising and who was involved in an incident on an aeroplane when she reportedly tried to (illegally) use her mobile phone.)

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In Australia, the tobacco industry is at war - and the battle scars are beginning to show. Australia's Tobacco Institute, which used to

employ more than 20 people, is now reduced to a skeleton staff. "They've won everything," said a Tobacco Institute spokesman, of the anti-smoking movement. "Our work is practically done."

John GA. "De-facing" brands are darkening horizons. Tobacco Int 1994 Feb: 20-4

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Cigarettes are boring old items of commerce. There are people behind them, men in suits with statistics, flip charts, arguments and greed. If, back in the eighth grade, we had been forced to realize this, I'm sure many of us would never have been interested in smoking at all. We didn't want to be owned by our parents or teachers: we certainly didn't want to be owned by some corporate yahoos with slippery logic.

Jeanne Marie Laskas. The accidental purist. Washington Post Magazine 1994 Jul 10

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I don't understand this scandal about nicotine in cigarettes. What did we think they were full of? Vitamin C and calcium?

Photographer Fran Lebowitz, as cited in the Detroit Free Press 1994 Aug 15: 1E

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They must have drugs available which they can take when they feel the need. Nicotine is not only a very fine drug, but the technique of administration by smoking has considerable psychological advantages.

Sir Charles Ellis, BAT's science advisor, on the help people need in dealing with stress. From transcript of 1962 BAT meeting, included in Brown & Williamson's internal documents

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Specialist medical advice provided to the Australian Hotels Association has not supported the view that exposure to ETS in public spaces causes pneumonia, acute respiratory tract infections, lung cancer or any other identifiable disease or sustained adverse reaction.

From Australian Hotels Association policy on passive smoking in hotels (June 1994). Mr Richard Mulcahy, the Association's executive director, was last employed as the executive director of the Tobacco Institute of Australia

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Of course [tobacco is] addictive. That's why you smoke the stuff.

Tobacco should be a private business owned by people who value "money for money's sake."

Former RJR Nabisco chief executive F Ross Johnson, as quoted in: Shapiro E. Big spender finds a new place to spend. Wall Street J 1994 Oct 6: B1

I don't think there's any doubt that it's harder to get enthusiasm for tobacco companies. There is a trend. If you have ten qualified candidates and you tell them it's a tobacco company, five might say they don't want the job.

Nick Waterford of Michael Page Recruitment, as quoted in Moodie P. Life's a drag for tobacco men. Australian Financial Rev 1994 Sep 2: 44.

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The people who'd be contenders for the senior positions are not likely to be attracted to a sunset industry.

Richard Gintel, Bain & Co. (stockbrokers) quoted in: Moodie P. Life's a drag for tobacco men. Australian Financial Rev 1994 Sep 2: 44

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From a personal and family point of view, it just became wearing having to discuss and defend the industry at every dinner party we went to.

Anonymous former tobacco executive quoted in Moodie P. Life's a drag for tobacco men. Australian Financial Rev 1994 Sep 2: 44

I have no opinion on that.

William Althaus, chairman of the National Smokers' Alliance, in response to being asked (at hearings of the US Occupational Safety and Health Administration) whether smokers should be informed of what substances are in cigarettes and of their possible health effects. PR Newsletter 1994 Oct 28

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Most growers had problems finding enough wood to cure their tobacco. ... The crop is therefore expected to produce about 6.5 m kg (14.3 m lb), almost 45 % less than was targeted.

Mbale HM. Excessive heat cuts Malawi's production. World Tobacco 1994 Sep: 79-82

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We are forever dogged with being at the bottom of the story in a chip shot quote that's taken out of context. I've counted as many as 13 anti-smoking activists in one *Los Angeles Times* article, with one recycled comment of mine at the bottom.

Thomas Lauria, US Tobacco Institute cited in Am Journalism Rev 1994 Nov